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**CLAIMS:**

What is claimed is:

- 1 1. A method, in a computing device, for identifying  
2 cross-selling opportunities, comprising:  
3 processing data to identify associations of products  
4 or services for potential cross-selling; and  
5 processing the identified associations to identify a  
6 subset of the associations based on profitability analysis  
7 such that the subset of associations determined, from the  
8 profitability analysis, to generate a profit when cross-  
9 sold.
- 1 2. The method of claim 1, wherein processing data to  
2 identify associations of products or services for  
3 potential cross-selling includes generating one or more  
4 association rules using one or more knowledge processing  
5 techniques.
- 1 3. The method of claim 2, wherein the one or more  
2 processing techniques include association analysis.
- 1 4. The method of claim 1, further comprising:  
2 calculating profitability for at least two of the  
3 products or services.
- 1 5. The method of claim 4, further comprising:  
2 identifying profit level categories based on business  
3 logic; and  
4 associating the at least two products or services  
5 with one or more of the profit level categories.

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1 6. The method of claim 5, wherein the subset of  
2 associations are associations which have products or  
3 services that are associated with profitable profit level  
4 categories.

1 7. The method of claim 5, wherein the subset of  
2 associations are associations which have products or  
3 services that are associated with profit level categories  
4 that meet acceptable criteria.

1 8. The method of claim 1, further comprising:  
2 identifying one or more customers for marketing  
3 cross-selling opportunities based on the subset of  
4 associations.

1 9. The method of claim 1, further comprising:  
2 generating one or more marketing strategies based on  
3 the subset of associations.

1 10. The method of claim 1, wherein the association rules  
2 include a correspondence between two or more products or  
3 services, a measure of profitability, a measure of  
4 support, a measure of confidence, and a measure of lift.

1 11. An apparatus for identifying cross-selling  
2 opportunities, comprising:  
3 means for processing data to identify associations of  
4 products or services for potential cross-selling; and  
5 means for processing the identified associations to  
6 identify a subset of the associations based on  
7 profitability analysis such that the subset of  
8 associations determined, from the profitability analysis,  
9 to generate a profit when cross-sold.

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12. The apparatus of claim 11, wherein the means for processing data to identify associations of products or services for potential cross-selling includes means for generating one or more association rules using one or more knowledge processing techniques.

1 13. The apparatus of claim 12, wherein the one or more  
2 processing techniques include association analysis.

1 14. The apparatus of claim 11, further comprising:  
2 means for calculating profitability for at least two  
3 of the products or services.

1 15. The apparatus of claim 14, further comprising:  
2 means for identifying profit level categories based  
3 on business logic; and  
4 means for associating the at least two products or  
5 services with one or more of the profit level categories.

1 16. The apparatus of claim 15, wherein the subset of  
2 associations are associations which have products or  
3 services that are associated with profitable profit level  
4 categories.

1 17. The apparatus of claim 15, wherein the subset of  
2 associations are associations which have products or  
3 services that are associated with profit level categories  
4 that meet acceptable criteria.

1 18. The apparatus of claim 11, further comprising:

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2 means for identifying one or more customers for  
3 marketing cross-selling opportunities based on the subset  
4 of associations.

1 19. The apparatus of claim 11, further comprising:  
2 means for generating one or more marketing strategies  
3 based on the subset of associations.

1 20. The apparatus of claim 11, wherein the association  
2 rules include a correspondence between two or more  
3 products or services, a measure of profitability, a  
4 measure of support, a measure of confidence, and a measure  
5 of lift.

21. A computer program product in a computer readable  
medium for identifying cross-selling opportunities,  
comprising:

4 first instructions for processing data to identify  
5 associations of products or services for potential cross-  
6 selling; and

7           second instructions for processing the identified  
8   associations to identify a subset of the associations  
9   based on profitability analysis such that the subset of  
10   associations determined, from the profitability analysis,  
11   to generate a profit when cross-sold.

1 22. The computer program product of claim 21, wherein the  
2 first instructions for processing data to identify  
3 associations of products or services for potential cross-  
4 selling include instructions for generating one or more  
5 association rules using one or more knowledge processing  
6 techniques.

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1 23. The computer program product of claim 22, wherein the  
2 one or more processing techniques include association  
3 analysis.

1 24. The computer program product of claim 21, further  
2 comprising:  
3 third instructions for calculating profitability for  
4 at least two of the products or services.

1 25. The computer program product of claim 24, further  
2 comprising:  
3 fourth instructions for identifying profit level  
4 categories based on business logic; and  
5 fifth instructions for associating the at least two  
6 products or services with one or more of the profit level  
7 categories.

1 26. The computer program product of claim 25, wherein the  
2 subset of associations are associations which have  
3 products or services that are associated with profitable  
4 profit level categories.

1 27. The computer program product of claim 25, wherein the  
2 subset of associations are associations which have  
3 products or services that are associated with profit level  
4 categories that meet acceptable criteria.

1 28. The computer program product of claim 21, further  
2 comprising:  
3 third instructions for identifying one or more  
4 customers for marketing cross-selling opportunities based  
5 on the subset of associations.

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1 29. The computer program product of claim 21, further  
2 comprising:  
3 third instructions for generating one or more  
4 marketing strategies based on the subset of associations.

1 30. The computer program product of claim 21, wherein the  
2 association rules include a correspondence between two or  
3 more products or services, a measure of profitability, a  
4 measure of support, a measure of confidence, and a measure  
5 of lift.

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